
**JEFFERSON,
TEXAS.**



**PINEHURST
ADDITION**

THE DEGOLYER LIBRARY
SOUTHERN METHODIST UNIVERSITY
DALLAS, TEXAS



STREET SCENE IN JEFFERSON OCT. 4, 1912

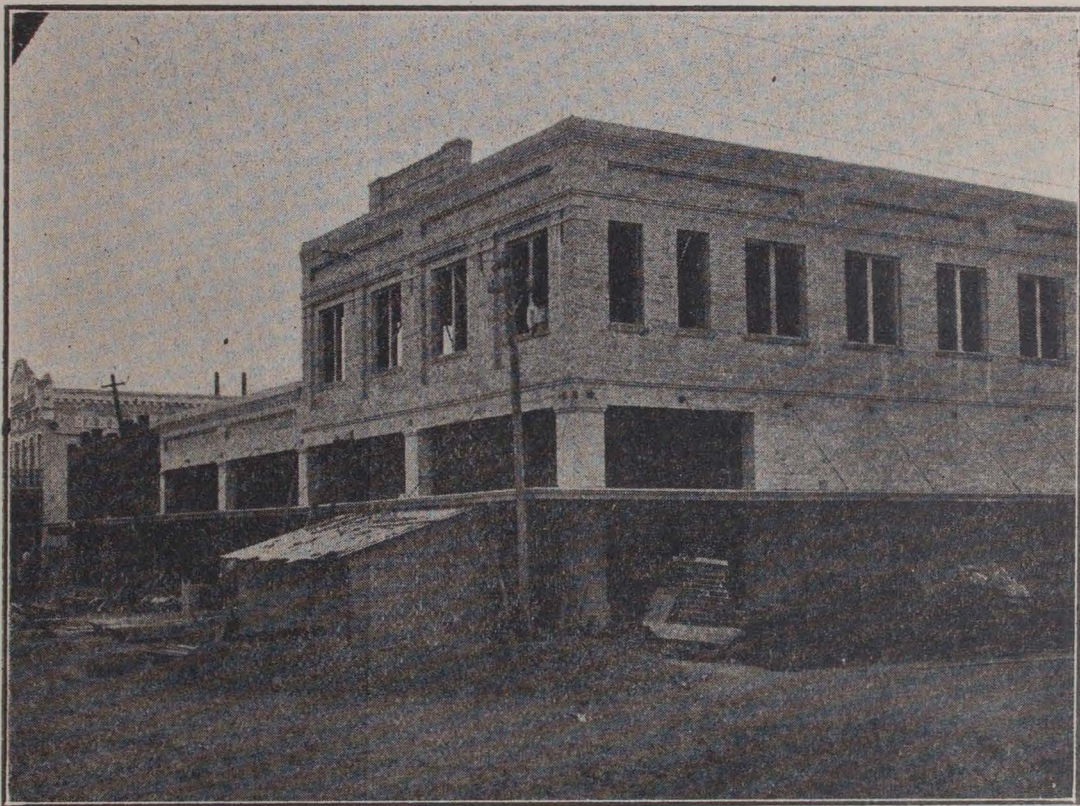
Photo by Jensen.

The above is what you can see everyday in New Jefferson. Our streets are crowded with farmers bringing in their products to the best market in East Texas. The freight receipts at one of the R. R. Offices show an increase of over 100 per cent. over Sept. last year.

"WE ARE GOING SOME."

AN 42210

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BUILDINGS UNDER CONSTRUCTION IN JEFFERSON, TEXAS,
ROWELL BUILDING, SEPT. 10, 1912.

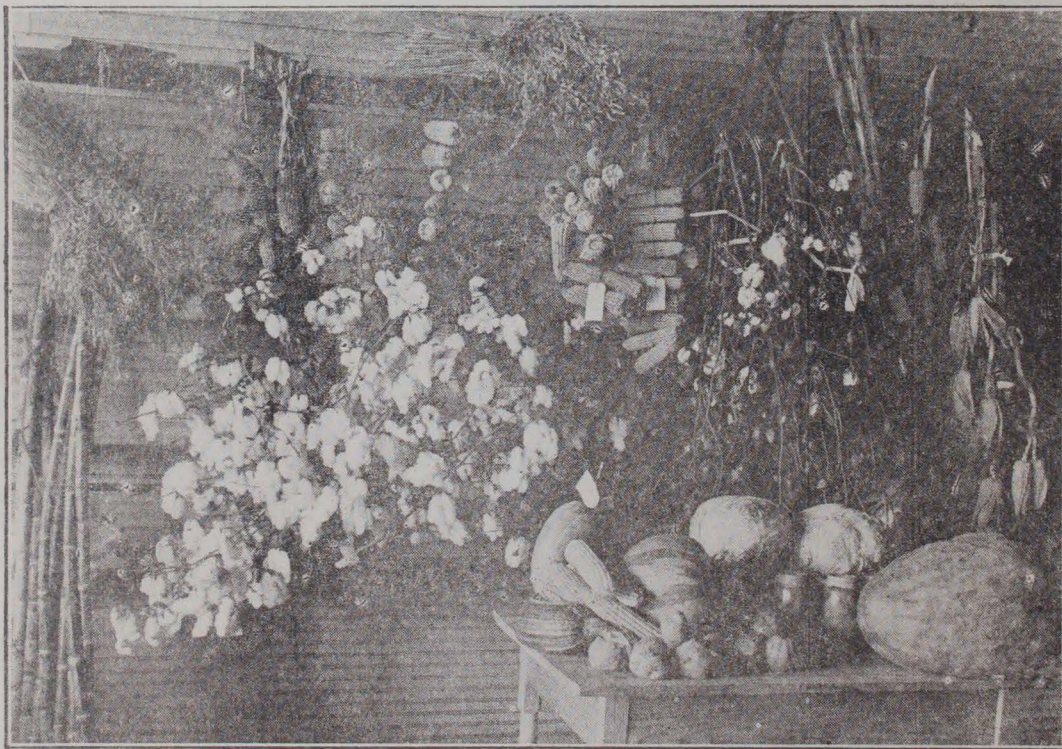
FOREWORD.

"Looking Ahead Is The Foundation of All Fortunes."

BY investing a few dollars for a homesite in the beautiful Pinehurst Addition to Jefferson, Texas, you have laid a foundation for independence if not a fortune. It has just been discovered that East Texas has been neglected, that the Railroads have been rushing people by our doors to the arid West through the greatest storehouses of raw materials in the world.

MARION COUNTY

Is part of the greatest Oil field in the world—The Caddo.
Has an almost inexhaustible supply of Iron Ore awaiting development.
Thousands of acres of timber land,



ONLY A FEW OF THE GOOD THINGS GROWN IN
MARION COUNTY.

Pinehurst Development Company

Is part of the great East Texas Fruit belt, the home of the Elberta.

Total failure of crops has never been known.

Has costly Pearls in abundance on the shores of Caddo Lake.

THE CITY OF JEFFERSON

Is the County Seat of Marion County, located about the center, at the head of navigation from New Orleans on Cypress River.

Has three Railroads and another under construction.

Four Banks, Electric Light and Ice Plant.

Large Iron Furnace. One large Saw Mill.

One Wholesale Grocer. Several Wholesale Grain Dealers

One Foundry and Machine Shop, also J. & N. W. R. R. Shop.

Two large Hardware and Implement houses.

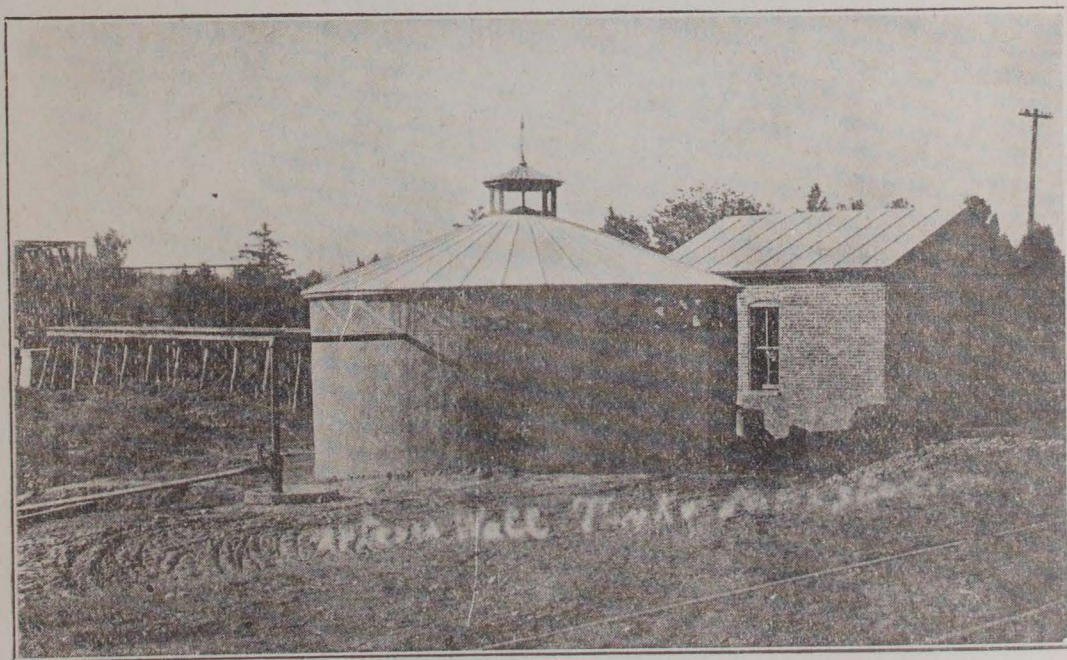
Many large Department Stores.

Three Drug Stores. Two good Newspapers.

Splendid Schools and Carnegie Public Library.

Large Churches, nearly every denomination represented

Fine Waterworks System; Artesian water.



MONUMENT TO COL. W. B. WARD OVER THE WELL OF PURE ARTESIAN WATER DONATED BY HIM TO THE CITY OF JEFFERSON.

Up-to-date Sanitary Sewer System.

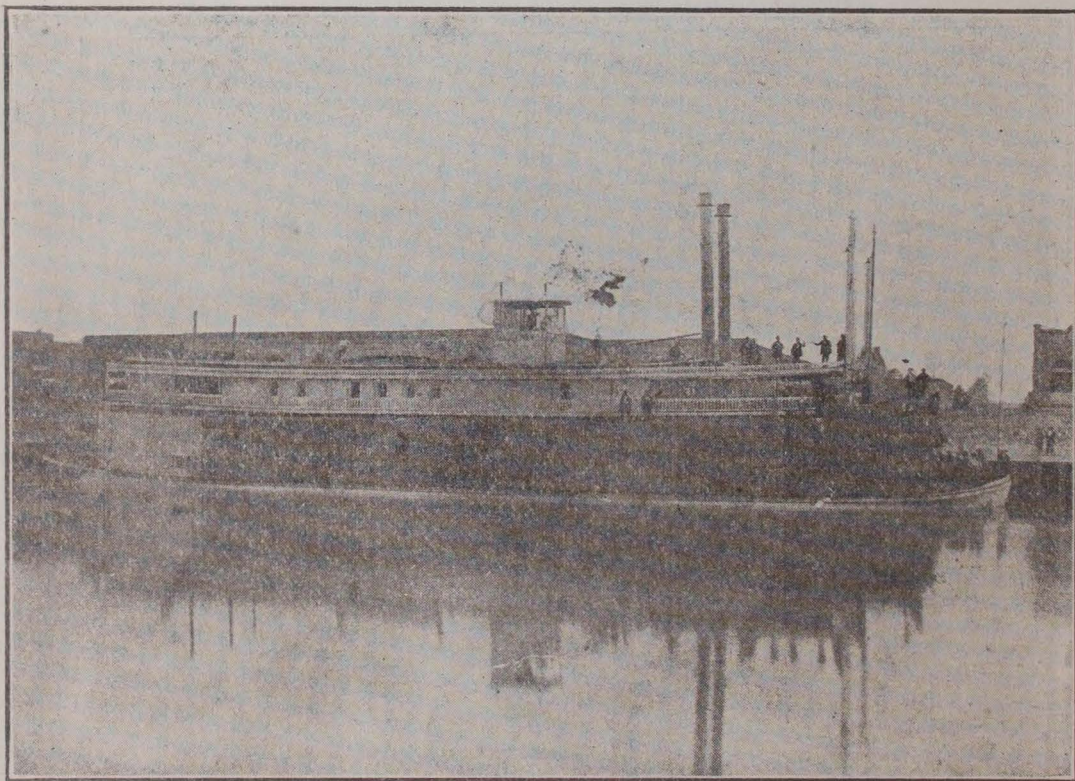
For a short time you have a chance to buy a splendid residence lot in Pinehurst Addition to Jefferson, Texas, and receive with your purchase interest in two Oil Wells that may bring you a fortune.

Jefferson, Texas, a City With a Birthright, With a Short History of Our Past.

Jefferson is the County Seat of Marion County, located at the head of navigation from New Orleans and Shreveport on Cypress River, and with her natural attractions and advantages, it is inevitable Jefferson must ere long come back to her own.

In order to give a correct and truthful idea of what we can reasonably expect our city to be, it will be necessary to give a little of our past history.

No other city in United States ever got to be of such commercial importance and had such reverses as Jefferson, for in 1870 we had 20,000 people. In history it is only equal.



THE STEAMER COL. A. B. KOUNS, AT THE WHARVES OF
JEFFERSON LOADED WITH 2,000 BALES OF COTTON.

Pinehurst Development Company

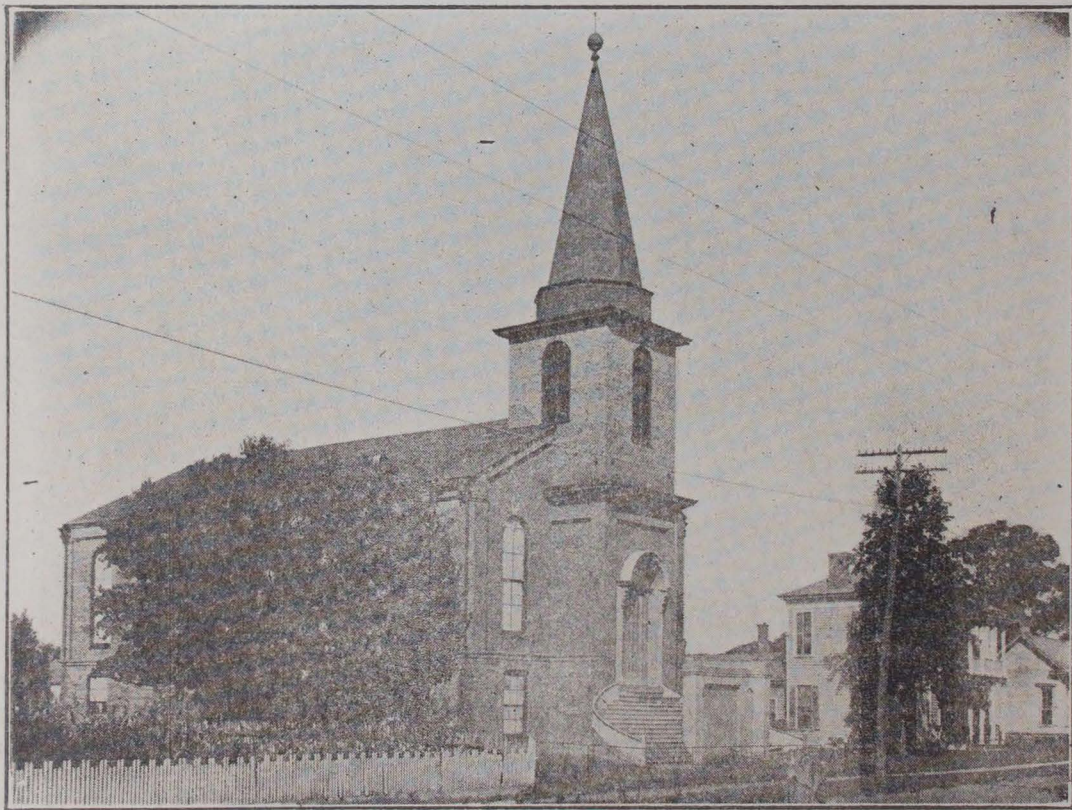
ed by Manchester, England and the cause exactly the same—Transportation. In Manchester we find at one time hundreds of factories and business houses and thousands of residences empty and falling down, this on account of high rail transportation to the sea which caused an exodus to cities more favorably located. At last the few remaining business men realized that something must be done and a ship canal was built to the sea which gave them their proper freight rates by which returned their former greatness as a manufacturing center until today we all know it is one of the greatest factory towns in England, if not the entire world.

As stated in the beginning, Jefferson is located at the head of navigation on Cypress River and up to about 1874 was the greatest jobbing town in Texas. The Texas and Pacific R. R. was built across Texas and to the early railroads were donated by the State of Texas 3,840 acres of West Texas land to every mile of road and it became necessary for these roads to boost West Texas in order to make their land valuable, and divert as much trade westward as



A TYPICAL JEFFERSON STREET SCENE.

possible. Of course it is absolutely impossible for any railroad to compete with water transportation and it was necessary to destroy this competition if possible. At the foot of Caddo Lake was a great raft or beaver dam, built by nature, which held the water in a basin, as it were, with backwater to Jefferson, below this dam was considerable fall and the agency at work realized that by cutting a hole in this dam the water would run out and no more steamboats could reach Jefferson which would leave the railroad free to advance freight rates and as a consequence destroy Jefferson as a manufacturing and jobbing point and move the trade westward. A bill providing for this destruction of commerce was lobbied through Congress, money appropriated, and work was promptly done in 1872 and the result as mentioned above was obtained to the entire satisfaction of the railroads. One freight rate was advanced after the other, business house after business house moved away and our town became a village.

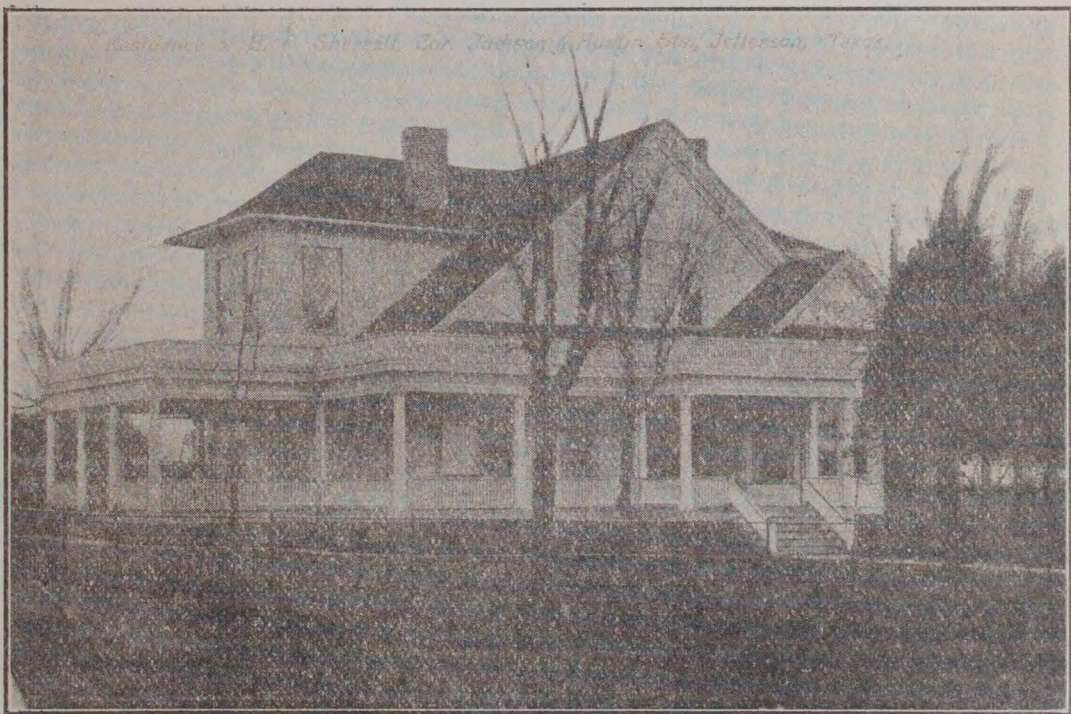


FIRST BAPTIST CHURCH OF JEFFERSON, TEXAS.

Pinehurst Development Company

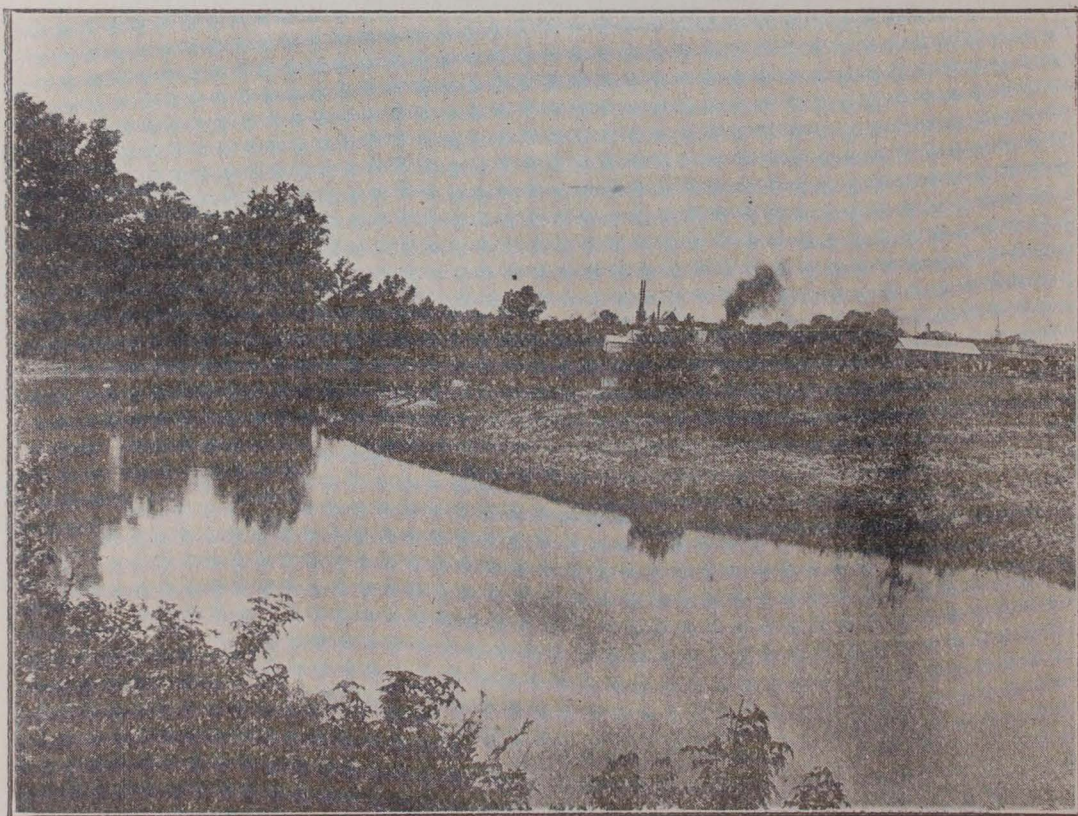
For 30 years we have tried to get the government to replace what it destroyed, by which we could regain our former supremacy, but powerful agencies were always at work on our representatives and our appeals were in vain for these many years. Our present Congressman Hon. Morris Shepard, true to his constituents, took up the almost hopeless task, with the result that our waterway will now be improved and with it will return our former greatness as a manufacturing and jobbing center, for we ever find our greatest prosperity, our densest population in towns located on our waterways.

Combining our favorable location on a navigable stream with our ideal climate, let us add that in Jefferson there is an opportunity for every man, and within the narrow limits of this little booklet it will not be possible to even attempt to enumerate the marvelous possibilities of Jefferson, there are vast areas of soil yet untouched by the plow, with an unlimited field for investment along other lines, which only await the coming of intelligent capital, additional population, and a realization of the opportunities which are available



RESIDENCE OF B. F. SHERRELL, JEFFERSON, TEXAS.

to the man with limited means, as to the Captain of Industry. The resources of the land tributary to Jefferson are indeed many and varied. In the hills we have an inexhaustible supply of Iron Ore, in the valleys we raise Sugar Cane, while all of the soil grows Cotton, Corn, Irish Potatoes, Sweet Potatoes, and every other vegetable that is possible to produce. Fruit grows in abundance, the Elberta Peach is perhaps grown in largest quantity of any fruit, although Pears, Grapes and Apples grow to perfection. For the seeker after health, for the tourist after new and matchless scenes, for the sportsman who loves yatching, fishing or hunting, for the homeseeker, whether his desire is fruit growing, stock-raising, farming, merchandising, or a good conservative investment, or engage in a manufacturing business in the midst of incomparable surroundings where raw material abounds, Jefferson stands today without a peer



CYPRESS RIVER, JEFFERSON, TEXAS, AT NORMAL STAGE

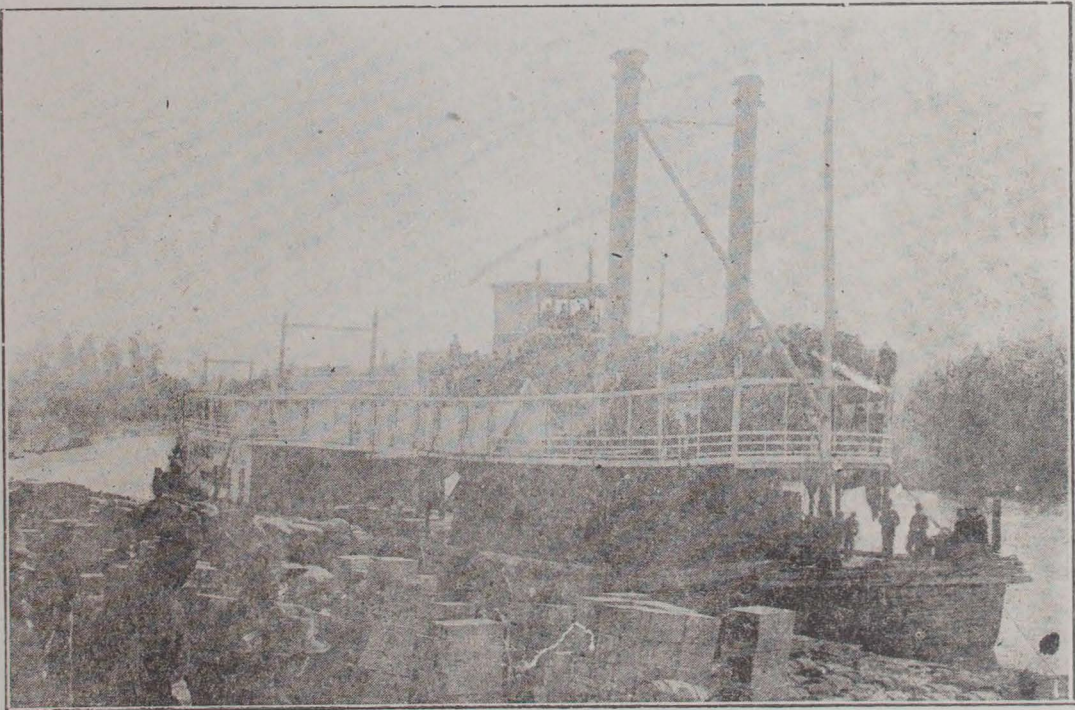
THE DAWNING OF A NEW DAY.**Open Bids on Caddo Lake Dam. Concrete and Steel Structure Will Be Designed to Provide River Navigation From Jefferson.**

[Extract from the Dallas News, February 27th, 1912.]

"Bids were opened yesterday for the erection of a concrete and steel reinforced solid dam at the foot of Caddo Lake. This is for the purpose of raising the water level in the lake and Cypress River above it so as to provide for steady navigation from Jefferson to the dam.

The bid which Capt. Thomas H. Jackson, United States engineer in charge of the Texas-Louisiana work, with Dallas headquarters, has decided to recommend is that of the H. B. Thompson Company of Kansas City at \$83,000 if the foundation is to be in part timbers with concrete capping, or \$88,000 for all timber foundation with concrete capping. Which of the types is to be recommended the engineer is now working out. He will report both estimates in full, with specifications'."

The bids are well within the appropriation for the work, which was somewhat more than \$100,000.



STEAMBOAT G. W. SENTELL AT WHARF IN JEFFERSON
UNLOADING CARGO.

East Texas Can Have a Boom Any Time.

9

Things are coming our way. Below we give you a few extracts from the press:

"East Texas Has Never Had a Boom and Has Never Been Advertised."

[Dallas News, June 5th, 1912.]

"East Texas has never had a boom. Its growth has been steady and its development permanent. Today it presents to the homeseeker and investor opportunities most attractive. Give East Texas proper publicity and back it up with co-operative work on the part of its people and its unoccupied lands will soon be under cultivation and its industries quickened into activity. East Texas can have a boom any time its people get together and work for it. Properly started and directed it would reach from border to border, open up new fields of endeavor, create new industries and double the population.

Land Plentiful and Cheap.

Homeseekers will find no trouble in securing good farms and farm lands in East Texas. There are many thousands of acres of rich sandy lands, productive bottom lands and lands of nearly every character. Prices are low, so low in fact that one may be excused if he questions the quality of

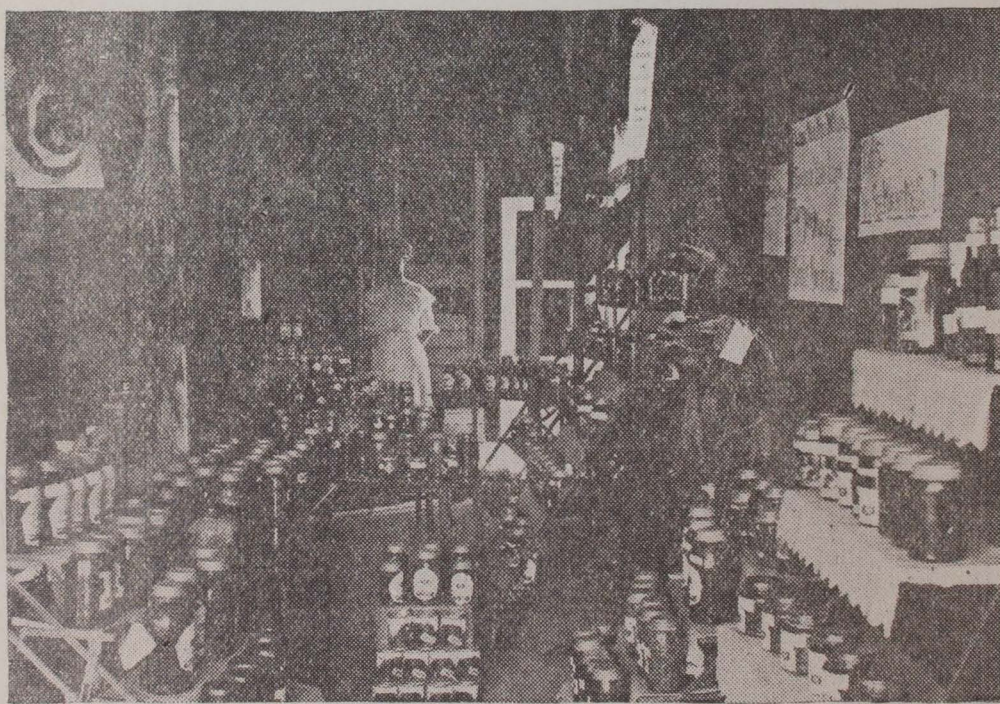


EXHIBIT OF GIRL'S CANNING AND POULTRY CLUB
OF MARION COUNTY, TEXAS.

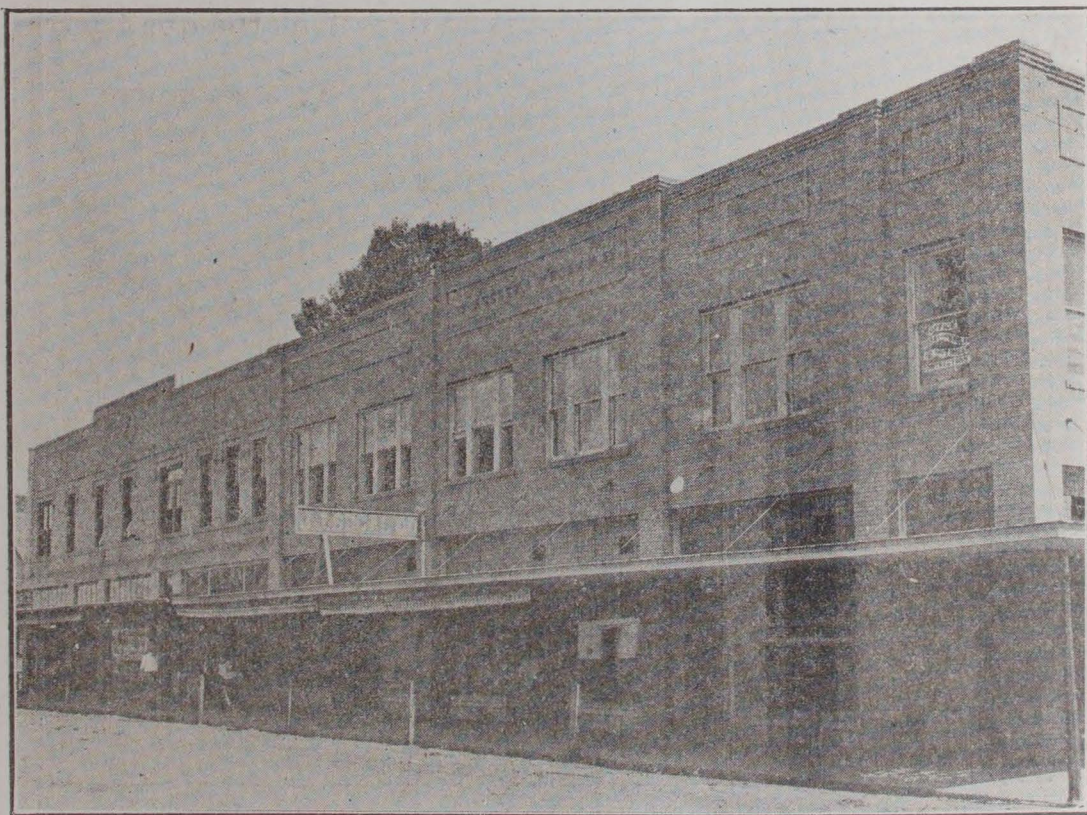
the soil. Yet there are many reasons why good land is offered at such low prices and at such reasonable terms. There is a question, however, whether or not it is good policy to place so low a value on lands that, under good management, can be made pay the market price in one season.

Recently the owners of some suburban property near one of our large Texas cities offered his place for sale for \$4,500. He received no bids. He raised the price to \$5,000 and still was without offers. Upon raising it to \$5,500 he had several offers to buy, and finally disposed of his place at \$6,000 cash. It is frequently necessary to place a fair value upon a piece of property to get prospective buyer to consider it.

If the owner does not appreciate the value of his own property how can he expect outsiders to do so?

Cheap in Price Only.

Demonstrations in nearly every county in East Texas have proved the productiveness of the soil. Lands are cheap in price only, for under proper cultivation, which includes the preparation of the seed bed, the production per



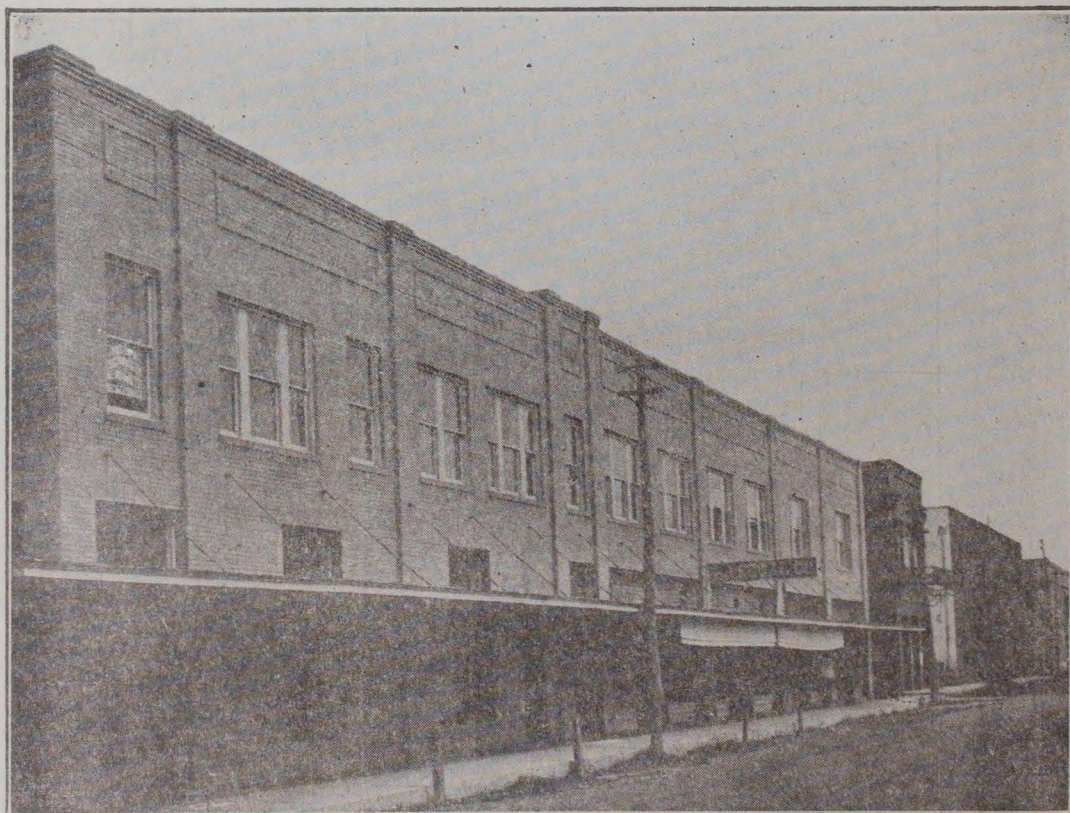
HUSSEY & WHELAN AND MOSELEY BUILDING,
JEFFERSON, TEXAS.

acre is equal to lands in other sections quoted three to four times as high. And, too, the farmers are beginning to realize that there is little profit in confining their attention altogether to cotton and corn, and have learned that of these staples they can increase the production per acre fully 100 per cent. The time has gone by when the East Texan, down in the bottom of his heart, feels that the black land farmer has the most productive soil. The time has arrived when he proudly calls attention of the world to the products of his country and defies the farmer of \$100-an acre land to even equal the quantity or quality of his products or approach him in the variety. It is a good sign, pride in one's own country, and the forerunner of better schools, better churches, homes and public highways."

Wonderful Possibilities.

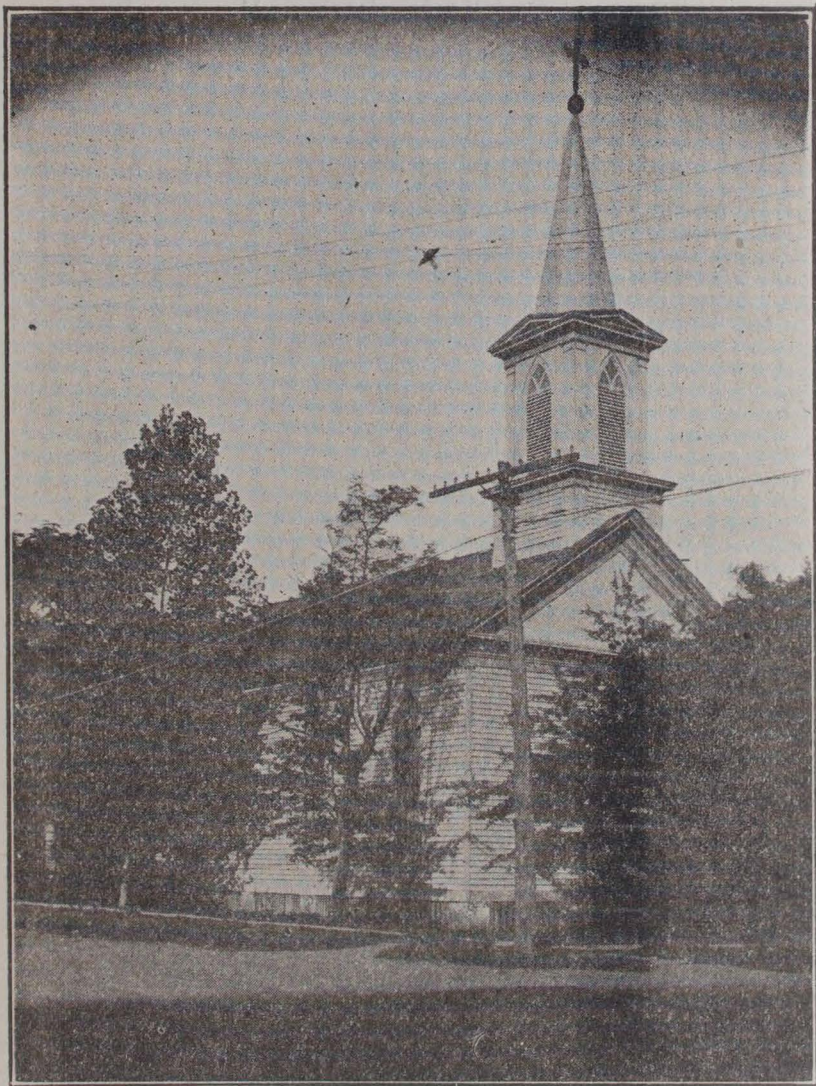
[Dallas News, June 8th, 1912.]

The mineral resources of East Texas alone are sufficient to stamp that section as one of the greatest of the State.



HUSSEY & WHELAN BUILDING ON VALE STREET.

Develop these resources and add manufacturing, using the material at hand, and the population of the forty counties included in that area will grow from 851,443, census of 1910, to more than double that number; its 3,252 miles of railroad will have increased to 6,000 or 8,000; its assessed valuations will climb toward the billion mark, and instead of having one city of over 20,000 inhabitants, there will be cities of from 50,000 to 100,000. Every available foot of agricultural land would then be required to produce meat, bread and vegetables for the prosperous working classes.



CATHOLIC CHURCH, JEFFERSON, TEXAS.

BIG IRON-STEEL COMPANY.**Marion County Concern is Capitalized at \$300,000—to Operate Big Mining Tract.**

[Jefferson Jimplecute, April 4th, 1912.]

"The American Iron & Steel Company, capitalized at \$300,000, filed its charter with the Secretary of State yesterday. Jefferson, Marion County, is to be headquarters of the company. The incorporators are W. B. Ward and B. F. Sherrell of Jefferson, and W. F. McClurg of St. Louis. The purpose clause recites that the company was incorporated for the purpose of 'mining and manufacturing minerals and the purchase and sale of such goods, wares and merchandise as are used for such purposes.' A big tract of Marion County iron ore land is one of the assets of the company. Mr. McClurg, who filed the charter, said this is improved with \$182,000 worth of buildings and machinery. Mr. McClurg owns the major part of the capital stock."



THE AMERICAN IRON COMPANY FURNACE AT JEFFERSON.

[Dallas News, June 2nd, 1912.]

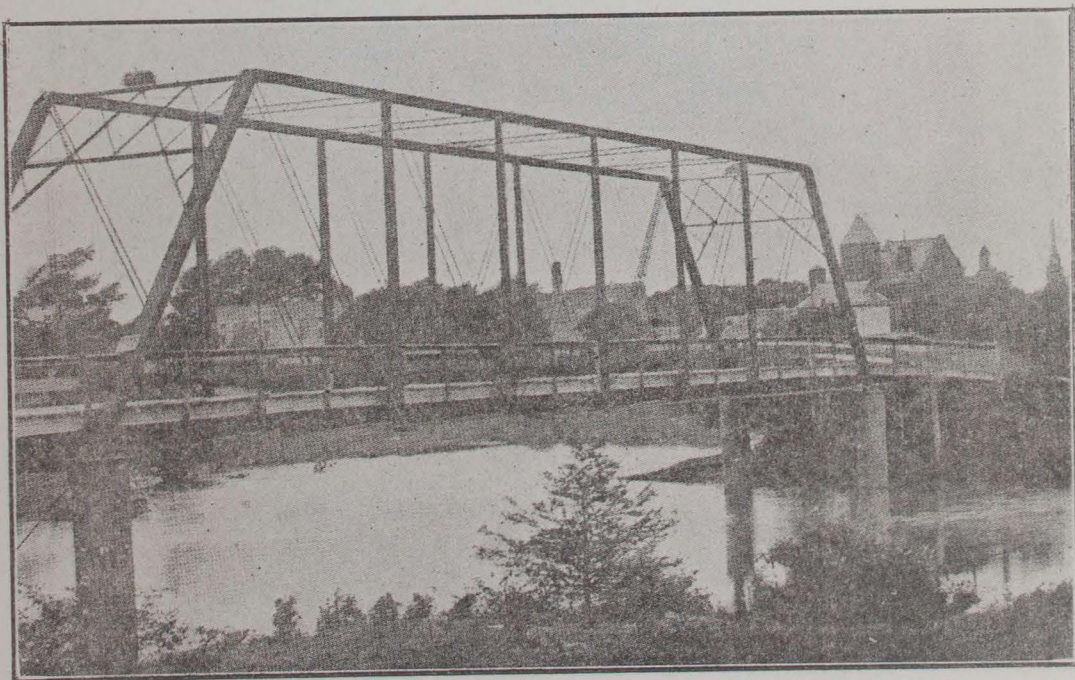
"The American Iron Company, chartered for \$300,000, has plans for improving and enlarging the furnace at Jefferson, Marion County. It expects to use Oklahoma coke and turn out 100 tons of pig iron per day. Previous operations of this furnace were failures from a financial standpoint. Charcoal has always been used in smelting. As Oklahoma and Arkansas coke is within convenient distance, it is believed that the expense of operation will be greatly reduced from former experiences. It is further understood that this company will erect a steel mill at some convenient point and manufacture cotton ties and other steel articles from the products of their Jefferson furnace."

JEFFERSON.

Move is Started to Get New Line Run in the City

[Shreveport Times, May 28th, 1912.]

Jefferson, Texas, May 27.—A mass meeting of the citizens of Jefferson was called here today at 10 a. m. for the purpose of considering a proposition made by the Black Bayou Railroad Company, now building toward Jefferson, to build its line in here. Hon. L. S. Schluter called the meeting to order and Judge T. D. Rowell was elected chairman and Chas. W. Carlson, secretary. A bonus of \$10,000 will be raised, the right of way and 20 acres of land will be



WAGON BRIDGE OVER CYPRESS RIVER AT JEFFERSON, TEXAS,
SHOWING CITY IN THE BACKGROUND.

donated for depot grounds and terminals, this amount was guaranteed by ten leading citizens and the money will be raised by popular subscription."

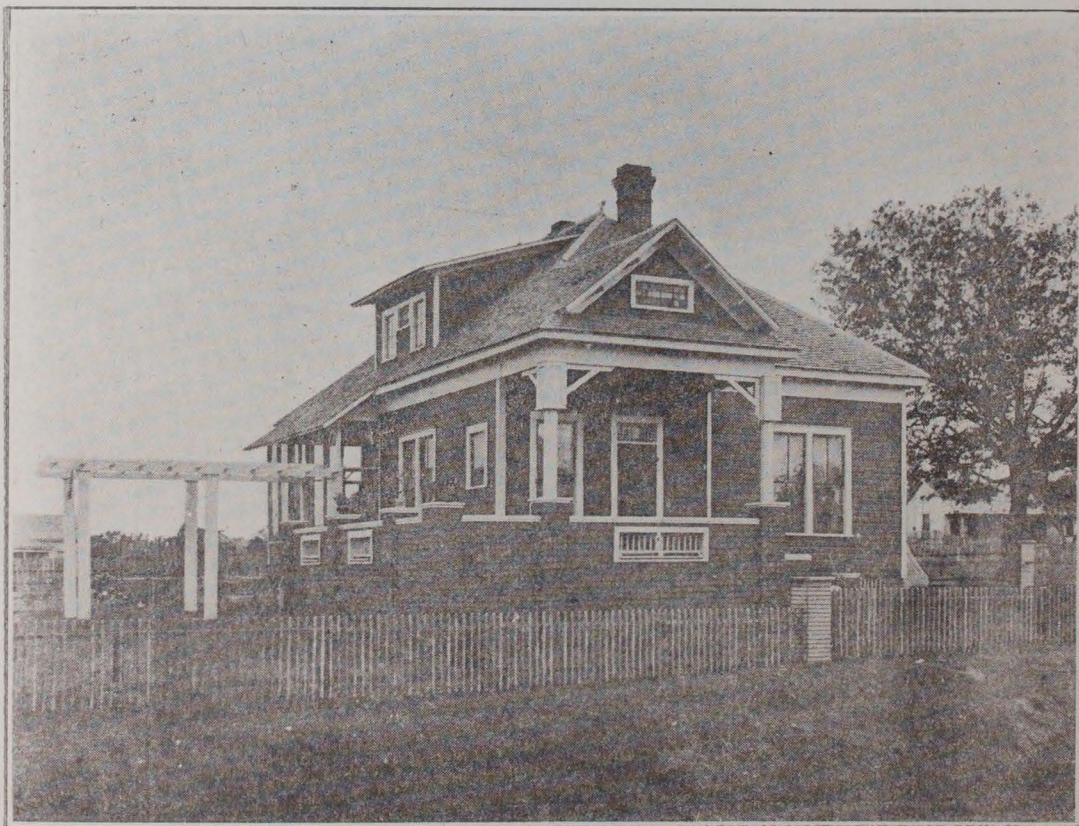
Improvements at Jefferson.

[Dallas News, June 8th, 1912.]

"Jefferson, Texas, June 7.—Work on the Rowell and Schluter two-story brick buildings is going steadily along and when completed, the architect says, will be the nicest buildings in town.

Sherrell and Rives are to let a contract for erecting a two-story brick on their lot, 100x135 feet, which will complete rebuilding the block burned out a few months ago.

The Texas Caddo Oil and Gas Company is now putting down a well on the Chew No. 147, S. F., about sixteen miles east of Jefferson, Texas, for oil. Have set the ten-inch casing about 300 feet and will push well-boring day and night. This company just recently amended its charter, increasing the capital from \$25,000 to \$60,000, after putting down one well in this vicinity."

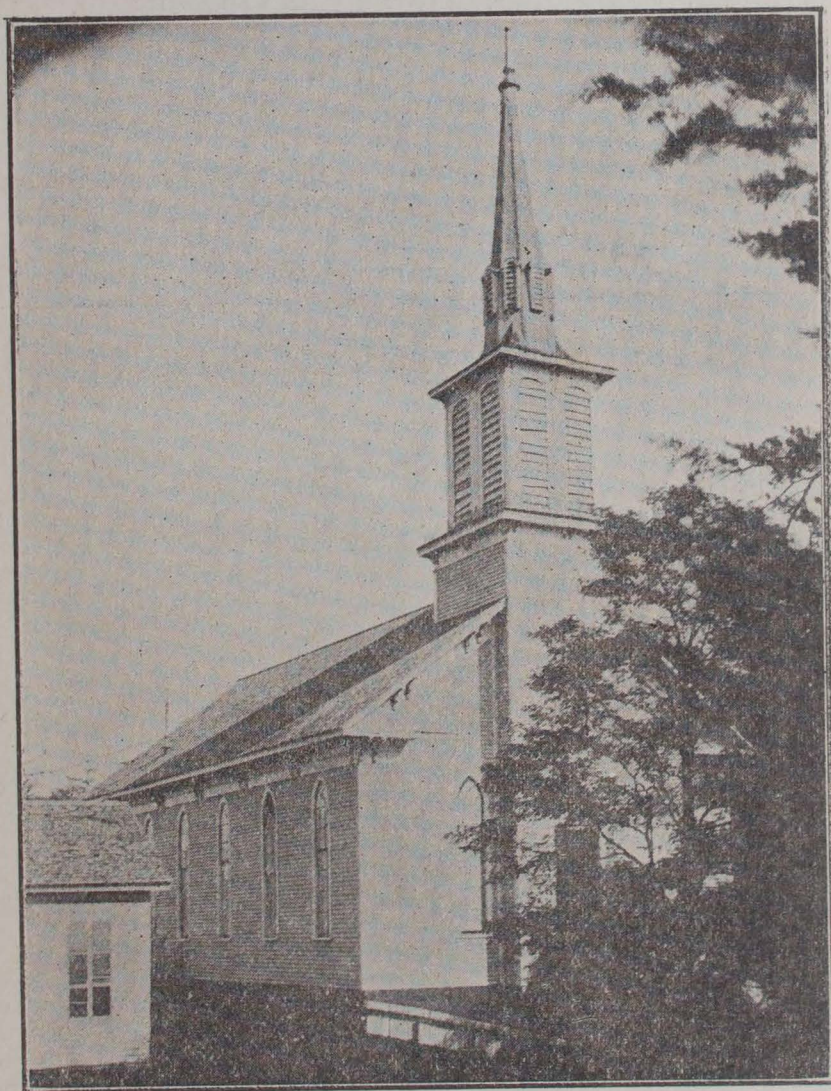


RESIDENCE OF C. W. CARLSON, JEFFERSON, TEXAS.

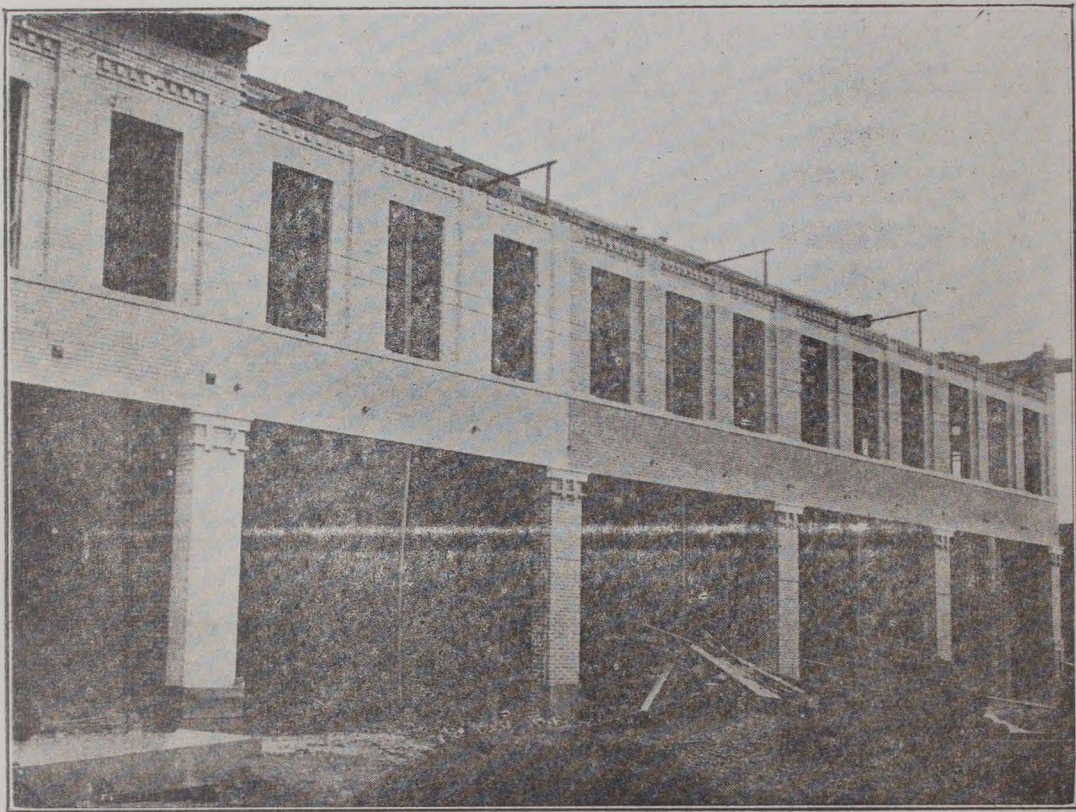
[September 10th, 1912.]

Since the above date, the well referred to in the above clipping, is complete with the finest oil ever brought in in the Caddo Oil field and is located less than 3-4 of a mile from the property we offer you with Pinehurst lots, between this well and the big field, or, in other words, your oil lots and the two wells will be in the proven field.

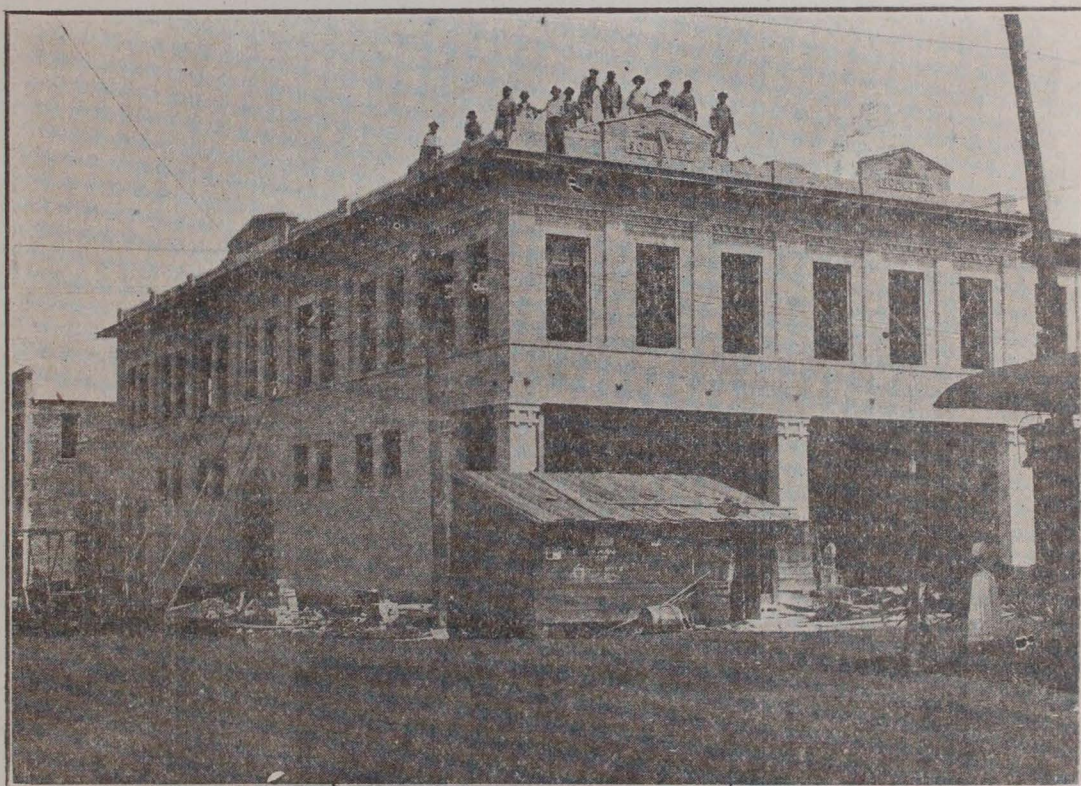
We have given you the few extracts from the press and is only a small portion of the happenings in Jefferson, the capitol of East Texas, to show that we are talked about some, and we have a right to be.



FIRST METHODIST CHURCH, JEFFERSON, TEXAS.

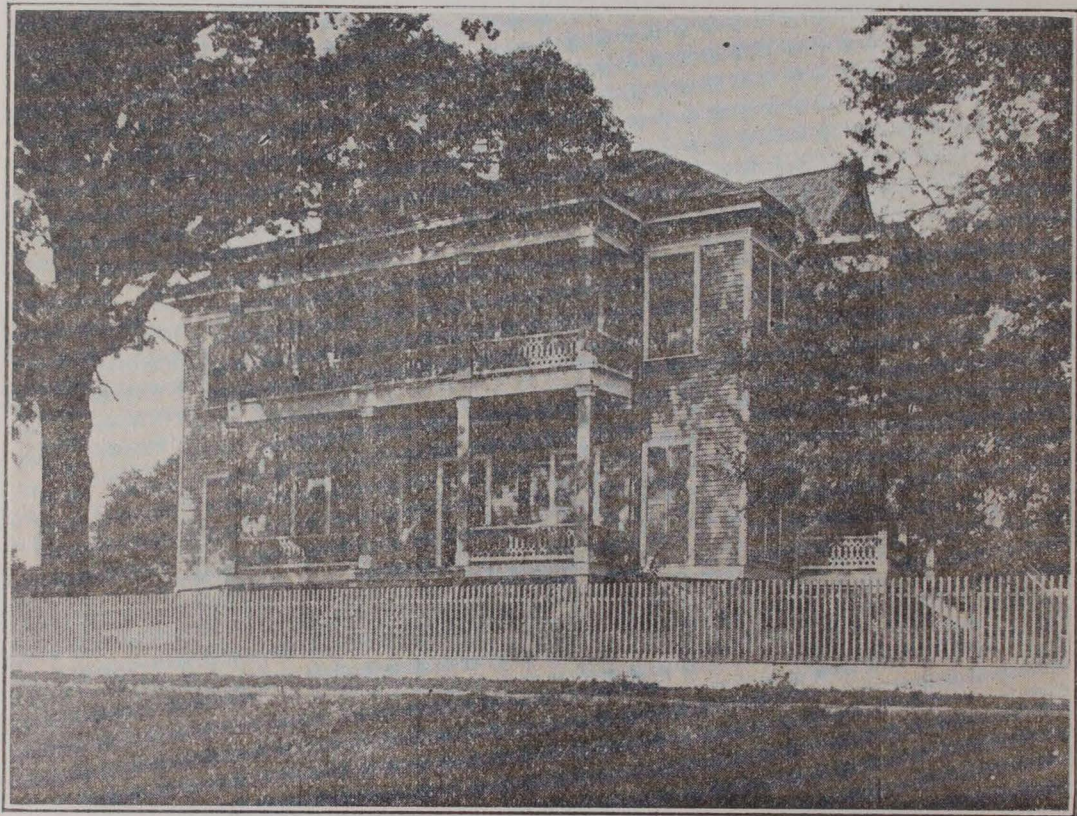


BUILDINGS UNDER CONSTRUCTION IN JEFFERSON, TEXAS
SHERRELL AND RIVES BUILDING, SEPT. 10, 1912.



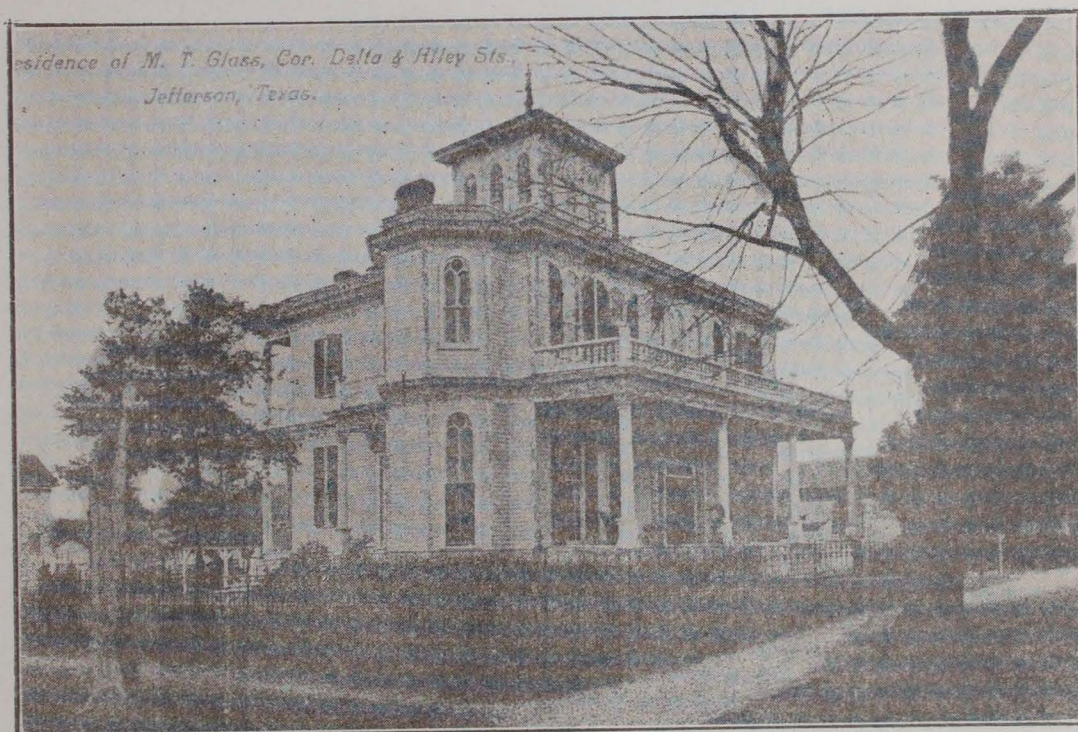
BUILDINGS UNDER CONSTRUCTION IN JEFFERSON, TEXAS,
SCHLUTER BUILDING, SEPT. 10, 1912.

Jefferson a City of Homes.



W. P. SCHLUTER'S RESIDENCE, ONE OF THE PALATIAL HOMES
OF JEFFERSON, TEXAS.

Jefferson a City of Homes.

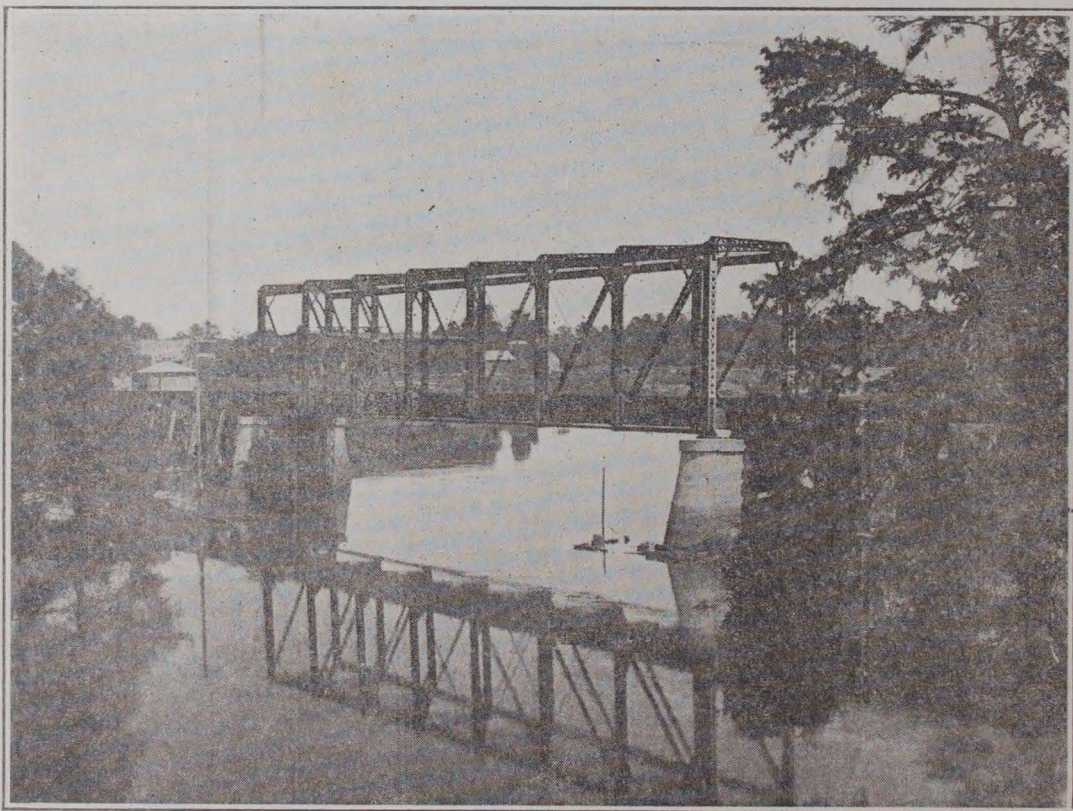


RESIDENCE OF M. T. GLASS AT JEFFERSON, TEXAS.

OPPORTUNITY.

The census shows that the largest cities, the densest population, and the greatest manufacturing towns lies along our waterways, and why? Because it solves the paramount question with the manufacturer "Freight Rates" for that reason any town that is a water point easily outstrips her competitor. You can look around for yourself and see that this statement is true everywhere.

For that reason we are not offering you the ordinary town lot proposition, we have something that can be found only in very few towns in Texas—in fact you can count them on one hand—and nowhere can you find in any towns so situated such ridiculously low prices and such easy terms. While we do not claim to be philanthropists, we do claim that what we want is to give the small investor a chance, as we have made the terms very easy.



M. K. & T. R. R. BRIDGE OVER CYPRESS RIVER AT
JEFFERSON, TEXAS.

Restrictions in Pinehurst Addition to Jefferson.

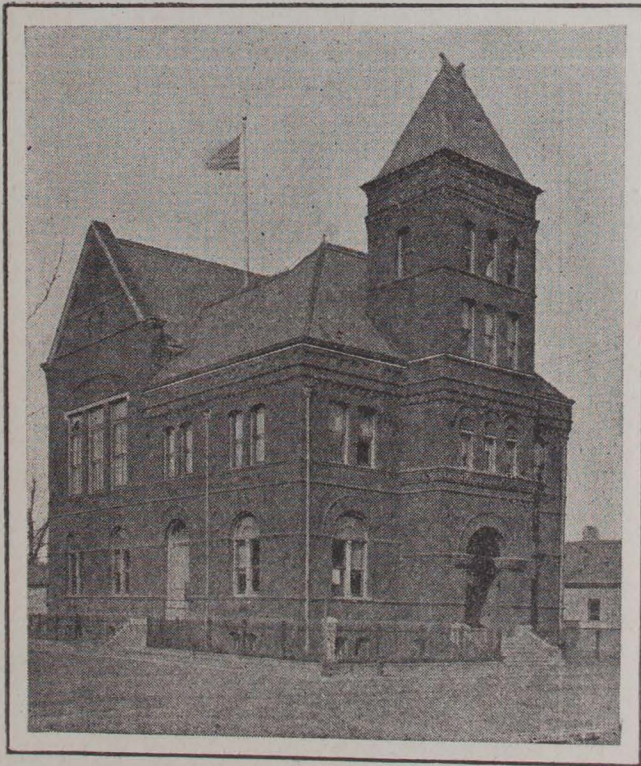
In every deed will be incorporated the following, which will forever assure this a fine residence section:

"That this lot or parcel of land cannot be sold only to white persons and in the event that it should be sold to any colored persons will make this and subsequent deeds null and void and it shall revert back to the owner and their heirs forever "

Pinehurst addition to Jefferson is well within the present city limits. Only two blocks from the Texas & Pacific depot is the South side of Pinehurst, the most beautiful and highest part of Jefferson, high above the business section, the river and located, with proper restrictions, it is the location ideal for homes and in a short while your investment will bring you large returns.

PRICES AND TERMS:

On the map of Pinehurst you will find the price marked on each lot from \$90.00 to \$190.00. Terms 10 per cent. cash,



UNITED STATES COURT HOUSE AND POSTOFFICE AT
JEFFERSON, TEXAS.

balance in 10 monthly installments. No interest. Select your lot and if it is sold we will give you the adjoining lot, if a corner we will give you the opposite one. On the lots from \$170.00 up you find payment is only \$15.00.

SPECIAL FEATURE:

We have secured from the Caddo Lake Oil and Gas Company a portion of their Land and Sharing Certificates that we are going to give to purchasers of Pinehurst lots. The Caddo Lake Oil and Gas Company own more than 70 acres of oil land in the proven field; see map of Marion County showing location of the J. O. Jackson survey. This Company divided into a number of shares and lots are obligated to sink two wells to oil formation and on account of location of this property are almost sure to find oil which will make owners of only a few shares independent, and you also get one block of this oil land, 625 square feet, with each share.



RESIDENCE OF R. B. WALKER AT JEFFERSON, TEXAS.

Our Reason For Combining the Two Properties.

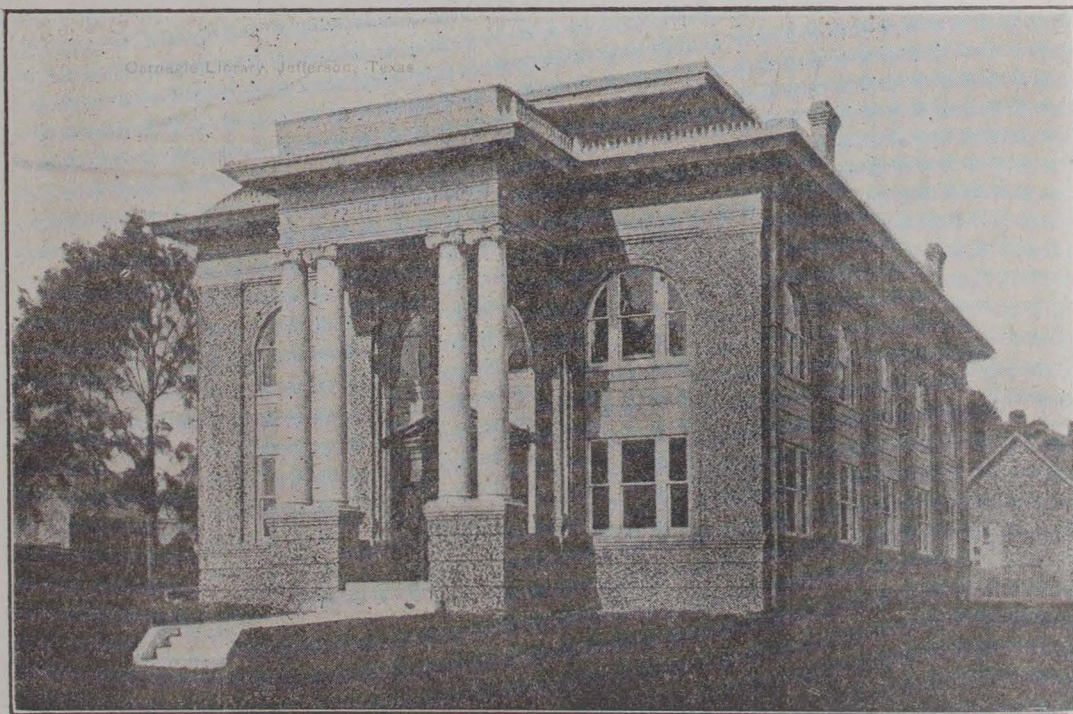
Jefferson as you will note on the map, is the biggest town in Marion County, the oil and iron industry are still in its infancy and owners, operators and workingmen will be sure to make Jefferson home and headquarters. We are putting a part of our property on the market at these low prices to realize money to develop the balance. We will soon advance prices to where they ought to be, about three times the opening price.

WHAT YOU CAN DO.

For a limited time you can buy residence lots 50x135 in beautiful Pinehurst as follows:

For \$ 90.00 Pay \$ 9.00 Cash and \$ 8.10 Monthly for 10 Mons

"	100.00	"	10.00	"	9.00	"	"
"	120.00	"	12.00	"	11.20	"	"
"	130.00	"	13.00	"	11.70	"	"
"	135.00	"	13.50	"	12.15	"	"
"	140.00	"	14.00	"	12.60	"	"
"	150.00	"	15.00	"	13.50	"	"
"	170.00	"	15.00	"	15.50	"	"
"	175.00	"	15.00	"	16.00	"	"
"	180.00	"	15.00	"	16.50	"	"
"	190.00	"	15.00	"	17.50	"	"



CARNEGIE LIBRARY AT JEFFERRSON, TEXAS.

WHAT WE GIVE YOU FREE

May make you wealthy, or at least independent. A number of paid up and non-assessable shares in the Caddo Lake Oil and Gas Company with each lot as follows:

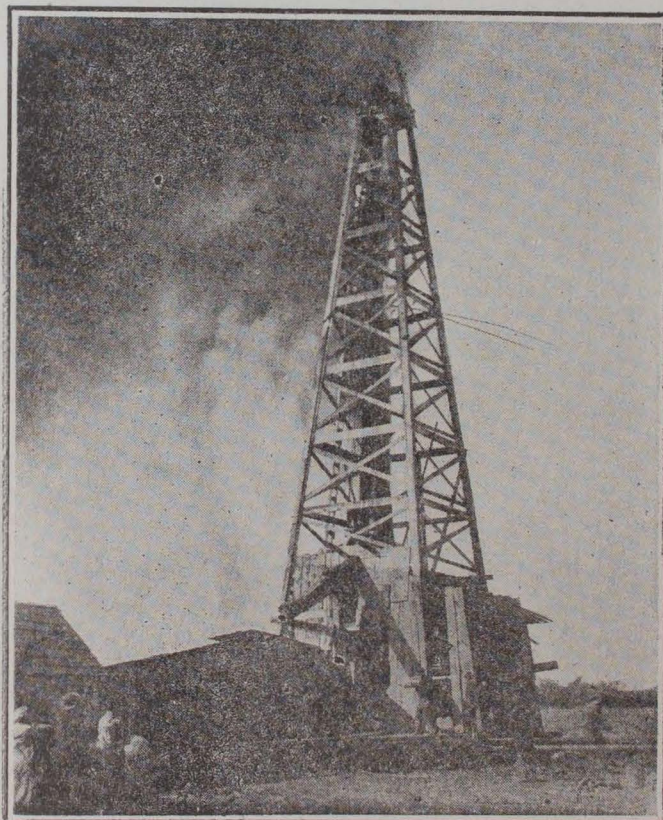
With each lot sold at \$90.00 and \$100.00 you get 2 Oil Lots and 2 Sharing Certificates.

With each lot sold at \$120.00 and \$130.00 you get 3 Oil Lots and 3 Sharing Certificates.

With each lot sold at \$135.00 and \$140.00 you get 4 Oil Lots and 4 Sharing Certificates.

With each lot sold at \$150.00 you get 5 Oil Lots and 5 Sharing Certificates.

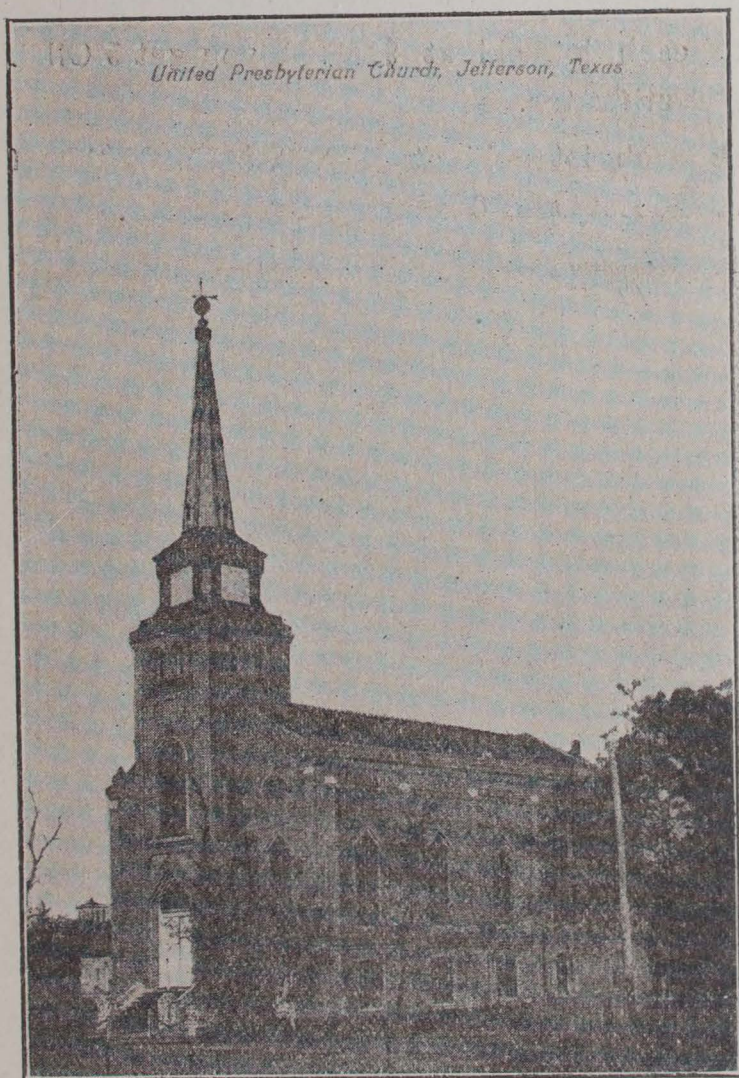
With each lot sold at \$170.00, \$175.00, \$180.00, \$190.00 you get 6 Oil Lots and 6 Sharing Certificates.



BIG BURR NO. 1 GUSHER, TURNED LOOSE.

Pinehurst Development Company

These shares represent an individual interest in two wells which will be drilled on the 70 acre plat. Number of shares are limited. Figure for yourself. If the company brings in two producing wells of, say, 5000 barrels each, then at the present price of oil, 80 cents per barrel, should you only buy one of our 190.00 dollar lots which carries 6 shares of stock, your income would be more than \$3,500.00 per year. There will be no royalty to come out of the production of the wells, all stockholders share in the total production and your oil lots would be worth thousands of dollars besides.



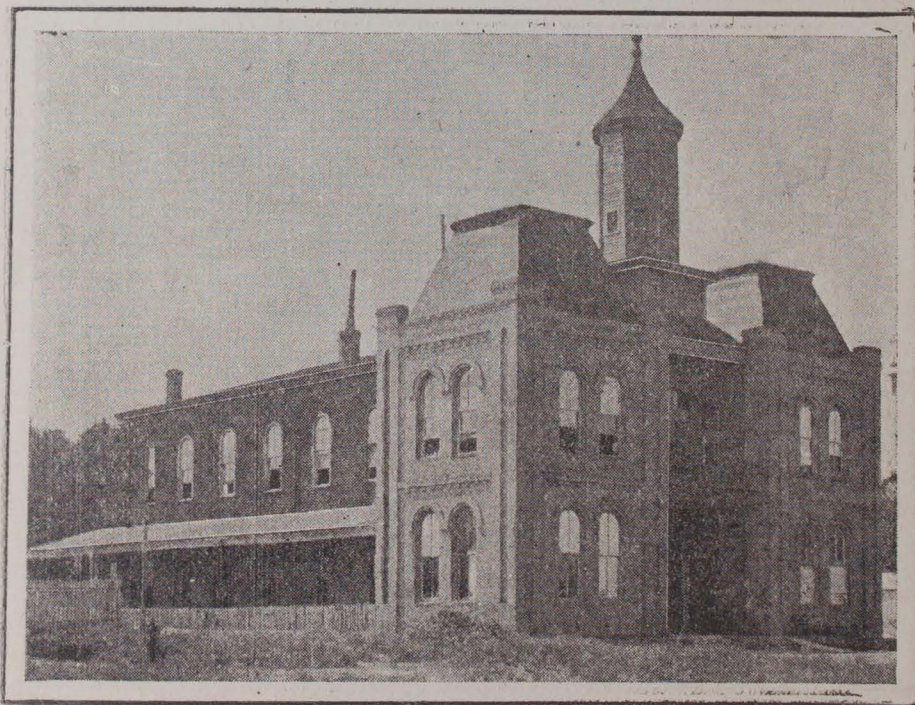
PRESBYTERIAN CHURCH AT JEFFERSON, TEXAS.

Can Have Natural Gas at Any Time.

23

So Far as Jefferson is Concerned

We could go on indefinitely and enumerate the different good things we have, but will stop at this. We are within a few miles of the gas main and can have natural gas for manufacturing and domestic purposes whenever we ask for it. We are, in other words, on the verge of a substantial boom. Buy your lots now and watch your investment grow. The smoking of a few cigars less each day put into a lot in Pinehurst will put you on "easy street," for property values in Jefferson will advance by leaps and bounds. You can figure for yourself. Northern capital is here now buying up the iron ore lands. Jefferson and Northwestern R. R., with terminal at Jefferson, runs right through the center of the fields, with a furnace here, which will no doubt bring steel works of all kinds, on account of transportation facilities, four railroads and splendid water transportation to the



JEFFERSON'S COMMODIOUS AND IMPRESSIVE
PUBLIC SCHOOL BUILDING.

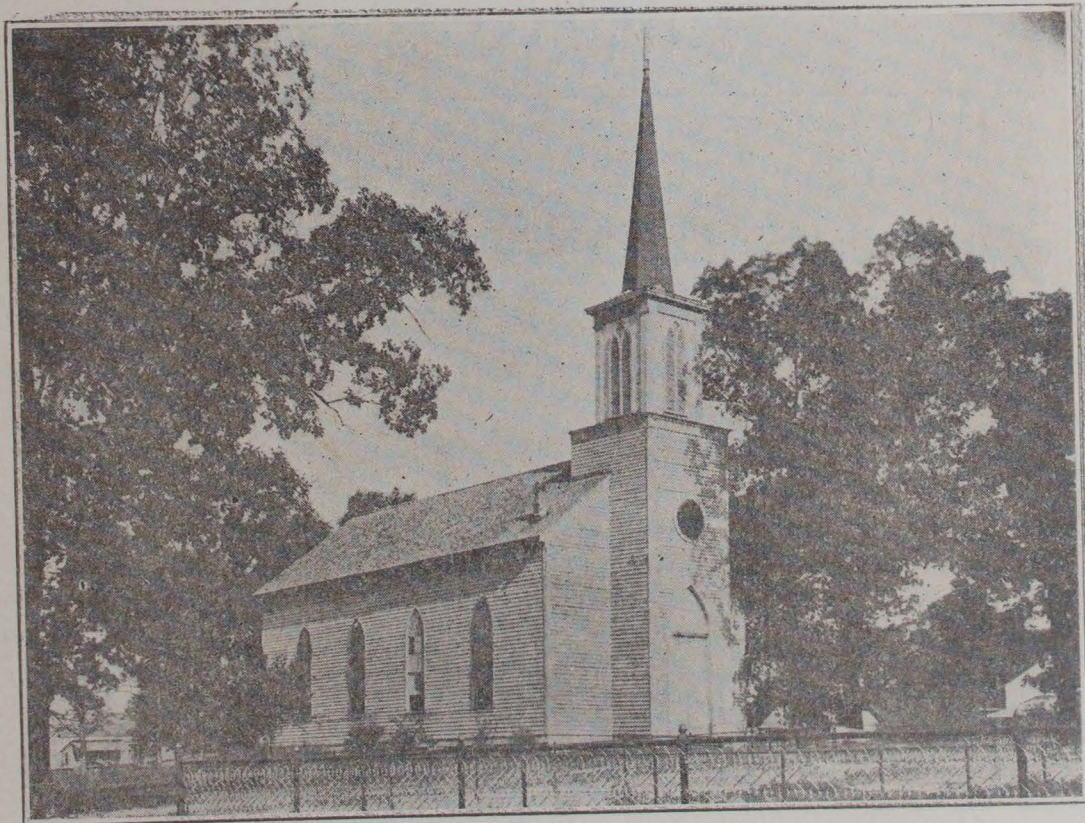
Pinehurst Development Company

sea, which will cut freight rates more than half. Don't you think you should take advantage of this extraordinary offer? These low prices on lots are for a short time only.

"Defer not till tomorrow to be wise,
Tomorrow's sun may never rise."

Yours truly,

PINEHURST DEVELOPMENT CO.
JEFFERSON, TEXAS.



EPISCOPAL CHURCH AT JEFFERSON, TEXAS. NEARLY
EVERY DENOMINATION REPESENTED.

